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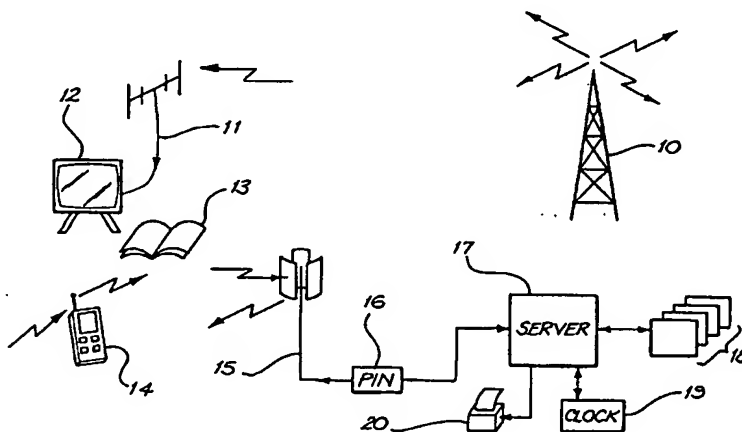


(43) International Publication Date
29 April 2004 (29.04.2004)

PCT

(10) International Publication Number
WO 2004/036912 A1

- (51) International Patent Classification⁷: H04N 7/173, H04M 3/487, H04Q 7/00
- (21) International Application Number: PCT/AU2003/001354
- (22) International Filing Date: 14 October 2003 (14.10.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
2002952173 18 October 2002 (18.10.2002) AU
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
- (54) Title: MOBILE TELEVISION REMINDER ALERT



(57) Abstract: The present invention discloses a reminder system for prospective viewers of broadcast television programmes. Those prospective viewers having access to a mobile phone (14) can send an SMS message via a public telephone network (16) and request a return SMS message be sent to their mobile phone (14) just prior to the broadcast commencing. The system and method can be modified to utilize emails, and/or fixed phone 1900 prefix services.

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